

**Yana Milev**

# ***DESIGN.ANTHROPOLOGIE***

**Grundriss eines Erweiterten Designbegriffs  
im Feld der empirischen Kulturwissenschaft**



## **HABILITATIONSPROJEKT**

**An der Universität St. Gallen /HSG**

**Institut für Soziologie**

**Betreuer: Prof. Dr. Franz Schultheis**

**FORSCHUNGSSCHWERPUNKTE analog GLIEDERUNG**

**Yana Milev, ed.**

**Design. Anthropology**

*Outline of an Expanded Concept of Design in the Field of the Empirical Cultural Sciences*

>

**Einleitung**

Yana Milev, *The expanded concept of Design in a anthropological meaning and the phenomenological view on Design Culture.*

## **Book 1**

### **Cluster I : Design Culture**

Intro: YM

#### **A**

##### **Visual Culture as Design Culture**

1. Birgit Richard, *The World Trade Center (WTC) image complex. On the culture of the shifting image*

#### **B**

##### **Metropolitan [Urban] Culture as Design Culture**

2. Elisabeth Blum, *FavelaMetropolis. Notes on Informal Settlements and Global Cities*  
[Text und Bilder]

#### **C**

##### **Global Culture as Design Culture**

3. Evert Ypma, *Design as Global Lingo* [Text und Bilder]

#### **D**

##### **Disaster Culture as Design Culture**

4. Jean Baudrillard, *Die Gewalt des Globalen, Requiem für die Twin Towers*

#### **E**

##### **Counter Culture as Design Culture**

5. Ulf Wuggenig, *The Plague of Ornaments*

#### **F**

##### **Agent [Network] Culture as Design Culture**

6. Tom Holert, *Distributed Agency, Design's Potentiality*

## **Book 2**

### **Cluster II : Design Semiotic**

Intro: YM

#### **A**

##### **Semiotic Conceptions**

- 7. Aleida Assmann, *Problems in the explication of Western sign conceptions*
- 8. Elize Bisanz, *Semeiotic. Peirce's Concept of designing the world through signs*

#### **B**

##### **Semocracy (Simulacrum, Hyperreality )**

- 9. Daniel Hermsdorf, *Die 1000 Lügen des Kinos. Zu Baudrillards Begriff der Simulation und seiner filmtheoretischen Relevanz*
- 10. Saroj Giri, *'without labour, without instinct' - The Jaipur Litfest 2011 as simulacrum*

#### **C**

##### **Semio Clash (Semiotic Deconstruction, Critical Semiotics)**

- 11. Mark Dery, *Culture Jamming: Hacking, Slashing, and Sniping in the Empire of the Signs*
- X Princess Hijab, *Hijabism = Hijabizing Advertisements [Visual Essay]*  
[kommentiert von Angelique Chrisafis, *Burka & Gabanna. The Adbusting of Princess Hijab* ]

## **Cluster III: Designing the Mythical / Myth [in] Design**

Intro: YM

### **A**

#### **Designing the Myth of the Other**

- 12. Henk Oosterling, *oedipus and the dogon: the myth of modernity interrogated*
- 13. James Clifford, *Taking Identity Politics Seriously: „The Contradictory, Stony Ground...“*

### **B**

#### **Designing Myths of Everyday Life**

- 14. Molly Nesbit, *Designing Ready-Made Originals: On The Duchamp Model of Every Day Live*
- 15. Janina Karolewski, Jan Rupp, Christof Zotter, *Designing Rituals*

### **C**

#### **Designing Myths in Exhibiting and Media Practices**

- 16. Fareed Armaly, *Designing the Myth of „Crying“ in Exhibiting Practices*
- 17. Alexander Kluge, *Balladen der Gegenwart. Die Erzählkraft der Katastrophe in ihren Bildern (narrative power....)*

## **Cluster IV: Design of the In/Human**

Intro: YM

### **A Knowledge**

- 18. Michael Tomasello, *Gestural Conventions*
- 19. Thomas Metscher, *The Logos as ,designing power' of Cultures*

### **B Immersion**

- 20. Timothy Lenoir, *Contemplating Sensuality*

### **C Surveillance**

- 21. Friedrich von Borries, *Climate Capsules or: The Dymaxion of the 21st Century*
- 22. Brian Holmes, *Future Map [Text und Bilder]*

## **Book 3**

### **Cluster V : Political Design / Designing the Political / Design Politics**

Intro: YM

#### **A**

##### **Politics of Self Design**

23. Boris Groys, *Politics of Self Design*

24. Boyan Manchev, *Signs and gestures of total affection – on the politics of Rage*

#### **B**

##### **Political Design**

25. Branka Curcic, *Ideology of Design. From Socialist Perspective on Design to it's Neo-Liberal-Transformation in Ex-Yugoslavia*

26. Hal Foster, *Design&Crime: A Sketch for an Political Economy of Design*

#### **C**

##### **Designing the Political**

27. Chantal Mouffe, *Agonistic Politics and Artistic Pratices*

28. Oliver Marchart, *Staging the Political. (Counter-)Publics and the Theatricality of Acting*

X Yana Milev, *Brand-Explosion. The Politics of Self Design.*

## **Cluster VI : Design Governance**

Intro: YM

### **A**

#### **Semio Capitalism**

29. Franco Berardi (Bifo), *From Protestant Indust-Reality to Baroque Semiocapital*

30. Saroj Giri, *WikiLeaks Beyond WikiLeaks? The Design Aftermath*.

31. Georg Franck, *Design of Mental Capitalism*

### **B**

#### **Media Politics, Disaster Industries and the Zones *beyond the line***

32. Joachim Kreysler, *Relational Design between Disaster Capitalism, Public Health Diseases, Security Industries and Media Politics*

33. Kenichi Mishima, *The Disaster Industries of the Atom Village and the Advertising Council Japan*

34. Krystian Woznicki, *7 Thesen zum Erdbeben in Japan: Live-Internet, Crowdsourcing und der Disaster-Capitalism-Complex*

X Miki Mistrati, *The dark side of Chocolate*

### **C**

#### **Counter „ID“ Agencies**

X UBERMORGEN.COM, *Scheinbar unscheinbar: It's different, because it's completely different!*  
[kommentiert von UBERMORGEN.COM]

X REINIGUNGSGESELLSCHAFT, *Venceremos! [Visual Essay]*  
[kommentiert von RG]



## **Cluster VII : Design Sociology**

Intro: YM

### **A Society**

- 35. Gabriel Tard, *Mimikry. Die Gesetze der Nachahmung. Perspectives for a Design Sociology I*
- 36. Martina Löw, *Design as the result of ‚Handlung‘. Perspectives for a Design Sociology II*
- 37. Stephan Moebius, Sophia Prinz, *Design of Society. Perspectives for a Design Sociology III*

### **B Mobility**

- 38. Mark Tekessidis, Tom Holert , *The state of Mobility and it's territorial Effect*
- 39. Philip Ursprung, *Precarious Bodies: Containerization and Design*
- X Olivier Coullange, *The Cell Phone's Point of View. The Tunesian Revolution 2011 [Visual Essay]*  
[kommentiert von YM, *The Revolution will not be Televized*]

### **C Survival [Über/Leben]**

- 40. Mark Kammerbauer, *Socio-spatial Phenomena of Urban Disaster: Schismourbanism as 'Design'*
- 41. Gabriele Hadl, *This is a Human Emergency! Ecology and Media after Fukushima*

## **Book 4**

### **Cluster VIII : Design Ethnography**

Intro: YM

#### **A**

##### **Habitus and Relation**

42. Henk Oosterling, *Dasein as Design*

43. Richard Sennett, *The relational Design between Hand, Head and Social Cooperation*

X Pierre Bourdieu, *In Algerien. Zeugnisse der Entwurzelung (Habitus und Habitat. Ökonomie des Elends/ Themen für die Anordnung der Foto-Gruppen)*  
[kommentiert von Franz Schultheis: *Der verstehende Blick des Ethnologen. Über die Fotografie Pierre Bourdieus in Algerien*]

#### **B**

##### **Scapes and Islands**

44. David d'Heilly, *Global islands. Learning from the Galapagos Metropolis*

45. Manuel Arias Maldonado, *Wikipedia: The collective Design of a digital Planet*

#### **C**

##### **Migration and Demarcation**

46. Nils Zurawsky, *Divided by Design. Visual Displays and mental Maps in the Northern Ireland Conflict.*

47. Christian Ritter, *Migration Design. Research on aesthetic and social practices in the context of transcultural identity formation*

## **Cluster IX : Design Technology**

Intro: YM

### **A**

#### **Programming Intelligence: Technikphilosophie**

- 48. Peter Weibel, *Die Welt als Umschreibeprogramm*
- 49. Paul Virilio, *Film ist nicht ich sehe, Film ist ich fliege*

### **B**

#### **Artificial Intelligence: Embodiment and Sampling**

- 50. Roger Frantz, *Herbert A. Simon and The [Design] Sciences of the Artificial*
- 51. Joachim Halse, *Between Design and Anthropology: Improvising Embodied Interaction*
- 52. Sophie Houdart, *Welcome to the «small people-texture industry»! Designing human samplings*

### **C**

#### **De-Designing Intelligence: Deconstructing [War] Technologies**

- 53. Bruce Larkin, *Denuclearization Design: Political De-Design After Fukushima*
- 54. Wolfgang Fach, *The worlds after*

## **Cluster X: Designing the In/Visible**

Intro: YM

### **A**

#### **Designing Surfaces**

55. Jacques Rancière, *The Surface of Design*

56. Graham Ward, *The New Public [Sur]Faces of Religions*

### **B**

#### **Designing Visual Representations**

57. Irit Rogoff, „We“ - *Collectivities, Mutualities, Dependencies. On Visual Representations*

X Gundula Schulze-Elodowy, *The Gaze is answered by the gazed-upon*

### **C**

#### **Designing the In/Visible**

58. Peter Berz, *Blueprint of the In/Visible*

59. Giorgio Agamben, *Il Regno e la Gloria*

X Armin Linke, *Design invisible Immanations of Sovereignty [Visual Essay]*

[kommentiert von Giorgio Agamben, *Il Regno e la Gloria: Per una genealogia teologica dell'economia e del governo*, insgesamt 6 Auszüge]

## **Book 5**

### **Cluster XI : Critical Design In[ter]vention**

Intro: YM

#### **A**

##### **Participatory Design / Socially Responsible Design**

**60.** Cynthia E. Smith, *Design for the other 90%* [Text + Bilder]

**61.** Marjetica Potrč, *Participatory Design in Amsterdam's Nieuw West: The Cook, the Farmer, His Wife and Their Neighbour* [Text + Bilder]

#### **B**

##### **Design In[ter]vention**

**X** Lisa Kirk, *Revolution Fragrance [Visual Essay]*  
[kommentiert von Lisa Gangitano und Thorsten Schmitz ]

#### **C**

##### **Crossbench Design**

**62.** Markus Miessen, *Crossbench Praxis as a Mode of Criticality*

**63.** Brian Holmes, *Swar/m/achines: Activist Media Tomorrow*

**X** MINDPIRATES, *Droppingknowledge / DK [Visual Essay]*  
[kommentiert von Mindpirates]



**Cover, Front and Back:**

Marc Bijl, Burning Bluetooth, 2006.

Wooden remains, Video. 420 x 130 x 20